

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 711785
Alt Order #: 6305113
Product Desc: SOOERBERG FOR SENATE
Estimate: 583
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 09/06/12 / 09/06/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Abar Hutton Media/ POL
Buying Contact:
Billing Contact:
 6190 Grovedale Court Suite 200
 Alexandria, VA 22310

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Soderberg, N/ O/ State Senate
Demographic: A35+
Product Codes: PL-State Senate
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	61	\$27,065.00	\$23,005.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	61	\$27,065.00	\$23,005.25	0.00
Totals	61	\$27,065.00	\$23,005.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	32%	\$27,065.00
Market	100%	\$84,578.12

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	7%	\$5,920.47
WCWJ	2%	\$1,691.56
WJXT	33%	\$27,910.78
WJXX	7%	\$5,920.47
WTEV	19%	\$16,069.84

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	10/17/12	10/22/12	530a-6a 530a-6a	CM	530a-6a	M-WT---	:30	3	\$450.00	P-1	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	M-WT---					3	\$450.00		0.00			
E 2	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MT-T---	:30	3	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MT-T---					3	\$900.00		0.00			
E 3	WTLV	10/17/12	10/19/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	--W-F--	:30	2	\$950.00	P-1	0.00	NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--					2	\$950.00		0.00			

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 Estimate: 583

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$800.00		0.00			
E 5	WTLV	10/16/12	10/22/12	Today Show II M-F 9-10am	CM	9a-10a	MTWTF--	:30	5	\$400.00	P-1	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$400.00		0.00			
E 6	WTLV	10/16/12	10/22/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	5	\$325.00	P-1	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$325.00		0.00			
E 7	WTLV	10/16/12	10/22/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	5	\$80.00	P-3	0.00	NM	5	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$80.00		0.00			
E 8	WTLV	10/16/12	10/22/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	5	\$100.00	P-3	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MTWTF--					5	\$100.00		0.00			
E 9	WTLV	10/16/12	10/22/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT--F--	:30	3	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/16/12	10/22/12	MT--F--					3	\$125.00		0.00			
E 10	WTLV	10/17/12	10/19/12	M-F 3-4p Katie	CM	M-F 3p-4p	--WTF--	:30	3	\$90.00	P-3	0.00	NM	3	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					3	\$90.00		0.00			
E 11	WTLV	10/17/12	10/19/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--					3	\$150.00		0.00			
E 12	WTLV	10/16/12	10/19/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	-T--F--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T--F--					2	\$225.00		0.00			
E 13	WTLV	10/17/12	10/19/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	--W-F--	:30	2	\$575.00	P-1	0.00	NM	2	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W-F--					2	\$575.00		0.00			
E 14	WTLV	10/17/12	10/22/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-W-F--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/17/12	10/23/12	M-W-F--					3	\$1,000.00		0.00			
E 15	WTLV	10/17/12	10/17/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--W----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--W----					1	\$1,000.00		0.00			
E 16	WTLV	10/18/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M--T---	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/18/12	10/24/12	M--T---					2	\$1,200.00		0.00			
E 17	WTLV	10/22/12	10/22/12	Mon Prime Other Mon Prime Special 2+ hour	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$1,400.00		0.00			
E 18	WTLV	10/16/12	10/19/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 18	WTLV	10/16/12	10/19/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-T-TF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-T-TF--		3			\$400.00			0.00			
E 19	WTLV	10/17/12	10/19/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	--W-F--	:30	2	\$35.00	P-3	0.00	NM	2	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W-F--		2			\$35.00			0.00			
E 20	WTLV	10/20/12	10/20/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$175.00			0.00			
E 21	WTLV	10/21/12	10/21/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1			\$335.00			0.00			
E 22	WTLV	10/20/12	10/20/12	PA (Sa) PA (Sa)	CM	Sat 7p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$315.00			0.00			
Totals													61	\$27,065.00	